

72.º Premios Ondas
Radio Barcelona
SER

Ondas Awards 2025

Rules

ONDAS

OBJECT

The Ondas Awards were created in 1954 and are held annually by Promotora de Informaciones S.A. (PRISA) through Cadena SER's Radio Barcelona station to award both the quality and popularity of productions, as well as careers in radio, television, music and radio advertising.

There are five sections in the Ondas Awards: National Radio, National Radio Advertising, National Television, National Music, International Radio and International Television. The following rules apply to all of the categories.

Since its very beginning, the intention was to adapt the awards' objectives to the new scenarios arising from the constant evolution taking place in the world of communication.

The awards' main objectives are:

- Promoting and rewarding national and international radio, music and television production in all genres and formats.
- Publicising new trends in programmes with major audiences in all genres: news, drama, entertainment, etc.
- Encouraging productions that contribute innovative elements and that improve and enrich the radio and television experience, and which count on considerable audience interaction through joint or separate use of analogue and digital formats.



AWARDS

Each entry must contain one candidate for the award in question.
The categories in this edition are as follows:

NATIONAL

Radio

A total of 6 Ondas Awards will be given for the following categories:

- Best programme
- Best local programme
- Best professional or career award
- Best original idea for radio
- Best special broadcast or programming
- Best podcast



Radio Advertising

A total of 2 Ondas Awards will be given for the following categories:

- Best radio advertising campaign
- Best radio advertising agency

Television

A total of 10 Ondas Awards will be given for the following categories:

- Best entertainment programme
- Best current affairs programme or special coverage
- Best local content
- Best male communicator
- Best female communicator
- Best comedy series
- Best drama series
- Best male actor (fiction)
- Best female actor (fiction)
- Best documentary or documentary series

Music

A total of 3 Ondas Awards will be given for the following categories:

- Career award
- Musical sensation of the year
- Best show, concert tour or festival

INTERNATIONAL

Radio

A total of 1 International Radio Ondas Award will be given:

- Best radio programme, section, project or professional (in recognition of their annual work or career achievements)

Television

A total of 1 International Television Ondas Award will be given:

- Best television programme, section, project or professional (in recognition of their annual work or career achievements)



ENTRIES

All work produced or co-produced in any country and broadcast internationally between 1st October 2024 and 30th September 2025 is eligible for entry to these awards. Professionals are also eligible for entry for achievements attested to over the same period.

The Ondas Awards are open to:

- All radio and television organisations and companies duly authorised by the relevant legislation that operate a radio or television broadcasting service in accordance with national and international law.
- Professionals of recognized prestige.
- Audio-visual production companies that would like to enter a programme for the Ondas Awards must do so through the radio or television organisation that broadcast it.



Each participating organization or company may submit as many entries as they wish in each of the international categories.

Programmes may be presented individually or jointly when they are co-produced by two or more organizations or companies. In those cases, only one entry per programme or work could be submitted. If more than one organization or company submits the same entry, the organization will, by default, accept the first one received.

ENTRY PERIOD

Programmes entered for these awards will be accepted from 10th July, date the application forms are officially published for the competition, until 3rd October 2025, closing date for entries.

APPLICATION FORM

All entries are to be processed through the webpage of the Ondas.

We have provided instructions below on the steps to follow in order to submit an entry:

- Open the section "**Register**" in the webpage of the Ondas Awards, www.premiosondas.com, and register as a user.
- Click on the "**Access**" section using the username and password.
- **Submit an entry** and fill in the online entry form. You will be asked to attach the following information:
 - **One file containing the radio or television entry** in the original language in which it was broadcast. **TV programmes must be subtitled in English or Spanish.** (The only format accepted for video is .MP4 and for audio .MP3)
 - **Two photographs**, one in vertical format and the other in horizontal format, representing each programme and/or its producers. (Only format accepted .JPG - 300dpi minimum)
 - **The logo** of the radio or television organisation broadcasting the programme. (Only format accepted: .JPG - 300dpi minimum)
 - **Radio:** Programmes must be entered in their original language. One copy of the written transcript (script) for each programme or programme extract entered must be provided in English or Spanish (with time codes), if the version of the project entered is not in one of those languages, together with the text in the original language. An **example of the script format** required will be made available on the entry form files, due to be uploaded by 10th July on the Ondas Awards webpage.
 - **A full report**, in English or Spanish, for each programme or programme extract entered, stating the type of audience it is intended for, programme broadcast formats, link to the web page, interactive relationship with listeners, audience data, if any, as well all kinds of information that may help the jury in their work.



In order that your video complies with necessary specifications, you should take the following into account:

- Quality HD 16:9 720p (1280 x 720) / Format: MPEG4
- Recommended duration: 1h
- Codec compaction: H264
- Maximum size 2G (If the file is over this limit, we suggest splitting the content into two files and uploading them separately)

All supplementary information considered relevant may also be provided:

- Report, CVs, audience research, press dossier, etc.

Any graphical material sent shall be assigned free of charge for use solely in Ondas Awards 2025 publications (press, printed materials, internet).

The General Secretary is responsible for checking that all of the programmes entered are in accordance with these rules. Programmes that do not comply with the above rules cannot be entered for this year's Ondas Awards.



REGISTRATION FEE

There is no registration fee for organisations that enter.

ACCEPTANCE OF THE RULES

Submission of entries for the Ondas Awards implies unreserved acceptance of these rules.

These rules are published in Spanish, English and Catalan. In addition to Spanish, the official language of the Ondas Awards is English.

MODIFICATIONS TO RULES

Some elements of the current rules may be altered during the period entries are received; however, participants will be notified of any changes as soon as possible.

JURIES

Different juries will be formed, each with five members: Radio, Advertising, Television, Music and International. Each Jury will choose its Chairperson, who will ensure the internal rules and regulations approved by the General Secretary of the Ondas Awards are applied.

All the juries will be made up of representatives of different sectors: radio and television organisations, communication experts, critics and professionals.

Decisions will be taken by majority vote. The Chairperson will have the deciding vote on any matter in the event of a tie. During discussions the Chairperson may propose any type of measure to help ensure the fairest application and interpretation of these rules.

In addition to the awards, the jury may grant special mentions to candidates who stand out in their respective categories. Likewise, the jury has the authority to award ex-aequo prizes in the event of a tie between two or more candidates, thereby recognizing shared excellence.

The juries' decisions are final and cannot be appealed.

The juries' meetings will be held behind closed doors and their discussions shall remain secret.



THE JURY'S DECISION

The juries' decisions regarding the winners of the Ondas Awards will be made public at a press conference once the work sessions have ended.

The radio and television companies or organizations that have taken part will be notified afterwards.

AWARDS CEREMONY

The awards ceremony will take place in Barcelona in the month of November at a date to be decided.

Each of the Ondas Awards consists of an exclusively created trophy in the shape of a winged horse, which is identified and numbered, as well as a diploma of honour. Each of the special mentions consists of a personalized methacrylate plaque and a diploma of honour.

INTELLECTUAL PROPERTY RIGHTS OF THE TROPHY AND ITS REPLICAS

This statement wishes to inform whoever it may concern that Radio Barcelona is the exclusive owner of the rights of use of Intellectual Property of the original trophy, in all its forms, versions and replicas - and as such, this is to hereby declare its rights thereupon, not limited in scope to its right of reproduction, distribution, public communication, and modifications or transformations thereof - by any media or support, tangible or intangible, currently known or to be developed at any future time, whether totally, partially, jointly or solely and in any format, medium, modality, system, device and/or technology and for the duration thereby established in current Intellectual Property Laws worldwide.



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It is herein understood that all rights are reserved to Radio Barcelona:

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DATA PROTECTION

- **CONTROLLER OF THE PROCESSING**

Personal data gathered for the development of the Ondas Awards will be processed by Sociedad Española de Radiodifusión, S.L.U., with registered office at 6 Caspe, 08010 Barcelona (hereinafter, Radio Barcelona).

- **PURPOSES AND LAWFUL BASIS FOR PROCESSING OF DATA**

The purpose of this processing is to manage the Ondas Awards and the applications presented in accordance with the provisions of this Regulation and to publicly inform about said awards in any media available to Radio Barcelona, including press, television, radio, websites and social networks.

The image of attendees at events related to the Ondas Awards may be captured and published for informational and promotional purposes.

The lawful basis that legitimizes this processing is the legitimate interest of Radio Barcelona in publicly reporting on the Ondas Awards.

Likewise, if you do not object by checking the corresponding box provided in the registration form or you do not subsequently object to the processing, your contact information, including email, will be used to send you information about the Ondas Awards, call for entries, new editions, etc. all related to the radio sector. When this information is sent to you by email, these emails will include links and tiny, transparent images that will be associated with your email address. In this way, when one of these images is downloaded or the links contained in the email are accessed, Radio Barcelona can know for statistical purposes whether the email has been opened or if a link has been accessed from said email. You can prevent these uses by configuring your email manager or program to prevent the automated download of images, as well as by not accessing the links included in the emails you receive .

The lawful basis that legitimizes this processing is the legitimate interest of Radio Barcelona in sending marketing communications related to the Ondas Awards by electronic means to subjects with whom it maintains a relationship.

In the event that you provide data from third parties such as, for example, those accompanying the Awards, you guarantee that you have their consent for the communication of their data to Radio Barcelona and that you have informed them about the processing of their data in accordance with this privacy policy, leaving Radio Barcelona harmless from any liability arising from non-compliance with the above provisions.



- **SPECIFIC INFORMATION FOR:**

- **CANDIDATES**

The purpose of this processing is to manage your registration and allow the applications for the Ondas Awards. The lawful basis that legitimizes this processing is your express consent, expressed at the time you send us your registration.

The image of the candidates for the Awards may be captured and published for informational and promotional purposes.

- **ATTENDEES**

The purpose of this processing is to manage your attendance at the Ondas Awards. The lawful basis that legitimizes this processing is the express consent expressed at the time your record is sent to us, by you or by a third party. For this purpose, your data will be processed until the event takes place.

- **WINNERS**

The purpose of this processing is to manage your attendance at the Ondas Awards, including the reservation of accommodation, means of transportation and other events. The lawful basis that legitimizes this processing is your express consent.

The personal data of the winners may be communicated to the entities necessary for the management, delivery and enjoyment of the prize. The lawful basis that legitimizes these processing is the need to comply with the Regulations and current legislation.

Likewise, the personal data of the winners may be publicly communicated in any medium available to Radio Barcelona, including web pages and official pages on social networks, to guarantee the transparency of the Awards.

The winners' data will be kept for the period necessary for the delivery and enjoyment of the prize and, subsequently, for a maximum period of 5 years in case any incident arises during said period. Subsequently, the data will be canceled or destroyed. However, the publication of the winners' data will continue indefinitely until they request the deletion of their data.

- **RETENTION PERIOD**

The data will be processed as indicated, indefinitely until the interested parties exercise their rights regarding data protection, except for those processing's for which otherwise has been indicated in this Regulation.



○ DATA SUBJECTS RIGHTS

Data subjects may exercise their rights of access, rectification, erasure, objection, restriction, portability or revoke their consent by postal mail to the indicated address, identifying themselves as a candidate, assistant or winner of the Ondas Awards.

If you consider your right to data protection has been infringed, you may file a claim with the Spanish Data Protection Supervisory Authority (www.aepd.es) or with the Data Protection Delegate of the Prisa Group to which Radio Barcelona belongs (dpo@prisa.com).

HEADQUARTERS

The Ondas Awards headquarters are at:



Radio Barcelona
Caspé 6
08010 Barcelona
T.: +34 93 344 14 00
F.: +34 93 301 55 23
E.: secretaria@premiosondas.com

The competition board is assisted by Radio Barcelona, which is responsible for the entire organisation and is run by the General Secretary of the ONDAS AWARDS.

Further information: www.premiosondas.com